

15th ANNUAL

9c  
SALESTARTS AT 9 A. M.  
FRIDAY, JULY 9th  
CLOSES AT 6 P. M.  
MONDAY, JULY 19th

The nine day sale that appeals to everybody as the big money-saving event of the year. For months we have been buying goods in every department for this sale—all being purchased before the recent rapid advance in prices; especially does this apply to cotton goods, rugs, enamelware, etc. Lack of space prevents full description and the listing of all articles in the sale. Buy for your future as well as your present needs—as these prices will not be equaled again soon.

READ THE ENTIRE ADVERTISEMENT.

15th ANNUAL

9c  
SALE

## EMBROIDERIES FLOUNCINGS, RUFFLINGS, ETC.

85c Flouncings, sale price, a yard.....	39c
\$1.00 Flouncings, sale price, a yard.....	49c
\$2.50 Flouncings, sale price, a yard.....	\$1.19
25c Embroideries, sale price, a yard.....	9c
50c Embroideries, sale price, a yard.....	19c
Band trimmings in Voile and Crepes	
25c values, sale price, a yard.....	19c
60c values, sale price, a yard.....	39c
Two lots of Organdie Embroideries with colored edge.	
25c value, sale price, a yard.....	19c
50c value, sale price, a yard.....	39c

## RUFFLINGS

65c values, sale price, a yard.....	39c
50c values, sale price, a yard.....	29c
35c values, sale price, a yard.....	19c
25c values, sale price, a yard.....	9c

## CHILDREN'S WHITE and COLORED DRESSES and ROMPERS

50c value, sale price.....	39c
75c value, sale price.....	59c
\$1.00 value, sale price.....	79c
\$1.25 value, sale price.....	89c
\$1.50 values, sale price.....	\$1.29
\$2.00 values, sale price.....	\$1.69
\$2.50 values, sale price.....	\$1.99
\$3.00 values, sale price.....	\$2.39
\$3.50 values, sale price.....	\$2.69

## MUSLIN UNDERWEAR

Gowns, Princess Slips, Skirt, Corset Covers, Drawers and Combinations, in muslin, crepe and nainsooks.	
50c garments, sale price.....	39c
75c garments, sale price.....	59c
\$1.00 garments, sale price.....	79c
\$1.25 garments, sale price.....	89c
\$1.50 garments, sale price.....	\$1.29
\$2.00 garments, sale price.....	\$1.69
\$2.50 garments, sale price.....	\$1.99
\$3.00 garments, sale price.....	\$2.39

## HOUSE DRESSES

\$1.00 House Dresses, sale price.....	79c
\$1.25 House Dresses, sale price.....	89c
\$1.50 House Dresses, sale price.....	\$1.29
\$2.00 Houses Dresses, sale price.....	\$1.59
\$2.50 House Dresses, sale price.....	\$1.99

## SILK DRESSES

4 only Silk Crepe de Chine worth \$12.50 to \$18.00, sale price.....	\$9.99
One lot silk dresses worth up to \$18.00, sale price.....	\$7.99

## WAISTS

One lot of regular \$1.25 and \$1.50 waists, this is a sample line bought special for this sale, while they last	89c
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## EXTRA SPECIAL

The Famous "E. & W." Shirts In soisettes, crepes, silk and silk mixtures	
\$1.50 "E. & W." Shirts, sale price 89c	
\$2 "E. & W." Shirts, sale price \$1.19	
\$2.50 "E. & W." Shirts, sale price.....	\$1.39
\$3.50 "E. & W." Shirts, sale price.....	\$1.89
\$5 "E. & W." Shirts, sale price \$2.69	

## RUGS, LINOLEUMS, ETC.

On account of the scarcity of Russian wool and German dye stuffs, deliveries from the mills have been delayed during this season. We have just received a large shipment of the new fall patterns in 9x12 Axminster Rugs, and these will be included in this sale with all of our other rugs.

9x12 Kirman Axminster Rugs, \$27.50 value at	\$23.49
9x12 Smith Axminster Rugs, \$25.00 value at	\$20.99
9x12 Axminster Rugs, \$22.50 value at	\$18.99
9x12 Axminster Rugs, \$21.50 value at	\$17.99
9x12 Palisade Velvet Rugs, \$20. value, at	16.99
9x12 Tapestry Brussels Rugs, \$12.50 value, at	\$10.49
9x12 Wool and Fibre Rugs, \$8.00 value at	\$6.49
9x12 Ingrain Rugs, \$6.00 values at	\$4.99
9x12 Matting Rugs, \$3.00 value, at	\$2.49

## EXTRA SPECIAL

2 only 9x12 Alpine Axminster Rugs, worth \$19.50, priced specially at	\$14.49
All Rugs, Matting and Carpets not listed will be offered at correspondingly low prices.	

## LINOLEUMS

2 yards wide Inlaid, worth \$2.00 at a yd.....	\$1.69
2 yards wide Printed, worth \$1.25, at a yd.....	\$1.09
4 yards wide Printed, worth \$2.50, at a yd.....	\$2.19

## LACE CURTAINS, SCRIMS, ETC.

24 pairs Nottingham Lace Curtains, 50c values, at a pair.....	39c
24 pairs Nottingham Lace Curtains, 75c values, at a pair.....	59c
12 single Nottingham Lace Curtains, 75c values, each.....	59c
24 pairs Nottingham Lace Curtains, \$1.00 values, at a pair.....	79c
36 pairs Nottingham Lace Curtains, \$1.25 values; at a pair.....	89c
36 pairs Swiss and Nottingham Curtains, \$1.50 values, at a pair.....	\$1.19
24 pairs Nottingham Lace Curtains, \$2.00 values, at a pair.....	\$1.29
10 pairs Nottingham Lace Curtains, \$2.50 values, at a pair.....	\$1.79
All \$5.00 Lace Curtains at.....	\$3.69
All \$6.50 Lace Curtains at.....	4.39
All \$7.50 Lace Curtains at.....	\$5.89
Special discount of 10% on all curtain goods.	

## EXTRA SPECIAL

3 lots of Sample Curtains, slightly soiled, values from \$1.00 to \$5.00, specially priced at 29c, 69c and \$1.29.	
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## GLASSWARE

400 pieces "new cut" including nappies, Berry bowls, butter dishes, cream and sugar, and many other articles at.....	9c
200 pieces "Colonial" glassware, worth 15c at.....	9c
150 Vases, all sizes, 6 to 18 inches high, at.....	9c
300 pieces "Colonial" Glassware, including 1, 1½ and 2 quart pitchers, worth 25c, at.....	19c
150 Large "New Cut" berry bowls, at.....	19c
All other 25c Glassware at.....	19c

## EXTRA SPECIAL

50 doz. Tumblers, worth 25c a set, 6 for.....	9c
5 bbls. Jelly Tumblers with tops, at 6 for.....	9c
½ gal. "Sure Seal" Fruit Jars, at 6 for.....	49c
1 qt. "Mason" Fruit Jars, at 6 for.....	39c
1 qt. "Sure Seal" Fruit Jars, at 6 for.....	39c
1 pt. "Mason" Fruit Jars, at 6 for.....	29c
1 pt. "Mason" Fruit Jars, at 6 for.....	19c
Mason Jar Tops, 6 for.....	9c
Common Sense Jar Rubbers, 2 dozen for.....	9c
Paraffine Wax, best grade, 1 pound for.....	9c

## SPECIAL IN OXFORDS

All \$4.00 Men's and Women's Oxfords, sale price	\$2.89
All \$3.50 Men's and Women's Oxfords, sale price	\$2.59
All \$3.00 Men's and Women's Oxfords, sale price	\$2.29
All \$2.50 Women's Oxfords, sale price.....	\$1.89
SPECIAL—One lot of Ladies' Oxfords.....	89c
A special discount of 20% on all other Women's and Children's Oxfords, excepting comfort and house slippers	

## EXTRA SPECIAL

1 lot Turkish Bath Towels, large size, a great value at 25c, in sale at 3 for	69c
1 lot of White Huck Towels with red border, a great 15c value, sale price 9c —3 for.....	25c

## BOYS STRAW HATS

All 25c Straw Hats	19c
All 50c Straw Hats	39c
All \$1.00 Straw Hats	69c
Cloth Hats and Caps included at the above prices.	

## READY-TO-WEAR BARGAINS

These prices include the celebrated "Wooltex" garments.

LOT 1—Includes all Suits and Coats that sold for \$10.00 and \$12.50, sale price.....	\$7.99
LOT 2—Includes all Suits and Coats that sold for \$15.00, \$18.00 and \$20.00, sale price.....	\$9.99
Lot 3—Includes all suits and coats that sold for \$22.50 and \$25.00, sale price.....	\$11.99
Lot 4—Includes all suits and coats that sold for \$27.50 and \$30.00, sale price.....	\$14.99
Lot 5—Includes a few desirable suits worth up to \$35.00, not this Spring styles, sale price.....	\$5.99

## BARGAINS IN MILLINERY

Lot 1—Hats worth from \$10 to \$20, sale price	\$3.99
Lot 2—Hats worth from \$7 to \$9.50, sale price	\$2.89
Lot 3—Hats worth from \$3.50 to \$6, sale price	\$1.99
Lot 4—Hats worth from \$1.75 to \$3, sale price	69c
One lot Messaline Top Sport Hats worth 68c, sale price.....	39c
Flowers worth 50c and 75c, sale price.....	19c
Flowers worth 25c and 40c, sale price.....	9c

## WASH DRESS GOODS

500 yds. Lace Stripe Crepe, 10c quality, 10 yds. for	69c
500yds. Lotus Lawn, 10 yards for.....	39c
200 yds. Stripe Voile, 10c quality, 10 yds. for.....	69c
All 25c Tissue Gingham, Voiles, Wash Silks, Organ-dies and Mulls, in sale at.....	19c
Colored Pique, 25c quality, sale price.....	19c
Striped Voile, 35c quality, sale price.....	29c
Embroidered Voile, 40c quality, sale price.....	29c
Flowered Marquisette, 40 inches wide, a 40c quality sale price.....	29c
Lace Stripe Wash Silk, in latest shades, a 50c quality sale price.....	39c

## STAPLE DRY GOODS

"Hope" Muslin, 10 yards for.....	79c
"Gold Bond" Muslin, 10 yards for.....	69c
"Berkley" Cambric, 10 yards for.....	99c
10-4 Pepperell Sheeting, bleached, a yard.....	25c
9-4 Pepperell Sheeting, bleached, a yard.....	23c
10-4 Pepperell Sheeting, unbleached, a yard.....	23c
9-4 Pepperell Sheeting, unbleached, a yard.....	21c
Anderson's 32 inch Gingham, 15c quality, a yrd. 12½c	
Big reduction on all Table Linen	

## CHINAWARE

500 pieces decorated china including cups and saucers, cream pitchers, sugar bowls, vegetable bowls, soup bowls, pickle dishes, powder boxes, hair receivers and many other articles, priced at each.....	9c
200 pieces decorated china including salad bowls, berry bowls, chop plates, 14 inch platters, round and ob-long vegetable bowls, squat and jug shaped pitchers, regular 25c and 35c values, at each.....	19c
Just received an import shipment of genuine decorated Japanese ware, cups and saucers, and pie plates to match, at each.....	19c
Set of 6 cups and saucers or pie plates for.....	89c

## ENAMELWARE

200 pieces good quality enamelware, preserving kettles, sauce pans, pudding pans, dippers, etc, sale price.....	9c
250 pieces heavy ware, sauce pans, 10 qt. water buckets, 14 qt. dish pans, etc., sale price.....	19c
8 quart Tea Kettles, regular 60c value at.....	49c
2 quart Coffee Pots, regular 50c value at.....	39c

## ALUMINUM WARE

We have an extra choice assortment of this ware including covered kettles, tea kettles, double rice cookers, sauce and pudding pans, all in this sale at very special prices.

## BASEMENT SPECIALS

All 5c articles at 2 for.....	9c
All 10c articles at.....	9c
50 Children's Knife and Fork sets, white bone handles a set.....	9c
Jaeger Triangle Polish Mops, a \$1.00 value at.....	89c

## FANCY FANS

1 doz. Fancy White Gauze Fans \$2.00 and \$2.50 values, at.....	\$1.69
1 doz. Fancy White Gauze Fans \$1.00 and \$1.50 values at.....	89c
2 doz. White Gauze Fans worth 50c at.....	39c

## MIDDIES

\$1.50 Middies	\$1.29
\$1 Middies, sale price	89c
75c Middies, sale price	59c
50c Middies, sale price	39c

## 1250 YARDS OF FANCY RIBBONS

LOT 1—Fancy Ribbons, worth up to 20c, new patterns at.....	9c
LOT 2—Fancy Ribbons worth up to 60c, at.....	29c
LOT 3—Extra wide fancy ribbons, worth up to 95c at.....	39c
LOT 4—Includes all of our \$1.00, \$1.25 and \$1.50 Ribbons at.....	69c

## HOSIERY

1 lot of Misses silk hose, colors, black and white, sizes 6½ to 9½, worth 35c, at.....	19c
1 lot of Ladies' embroidered Lisle Hose, worth 50c at.....	19c
1 lot Ladies silk hose worth up to \$2.00, at 79c	
1 lot of Kayser Fancy and Italian silk hose, worth \$2.00, at.....	\$1.49

## LADIES PARASOLS

25% Discount	
A large variety of styles and colors all this season's goods. A wide range of prices, all included at 25% off.	

## SILKS

\$1.00 Crepe de Chines at 79c	
\$1.50 Crepe de Chines at.....	\$1.29
\$2.25 Pussy Willow Taf-feta, at.....	\$1.79
\$1.00 Tub Silks at.....	79c

## TOILET ARTICLES and STATIONERY

25c Cashmere Bouquet Soap, a cake.....	19c
25c Box Violet, White Cle-matis, Cold Cream, Oat meal, Honey, Glycerine Soaps, 3 cakes in the box, a box.....	19c
50c Colgates Toilet Water, any odor, per bottle.....	39c
10c Air Float Talcum Powder, at 2 boxes for 15c	
50c box Initial Stationery.....	19c
25c box Plain Stationery.....	19c
50c box Plain Stationery.....	39c

## CORSET SPECIALS

15 American Lady Corsets a \$1.50 value at.....	99c
21 American Lady Corsets a \$2.00 value at.....	\$1.29
12 Gossard Brassieres at 49c	
\$3.50 Gossard Corsets at \$2.99	
\$5.00 Gossard Corsets at.....	\$3.99
\$6.50 Gossard Corsets at.....	\$5.49
\$7.50 Gossard Corsets at.....	\$5.99
\$8.50 Gossard Corsets at.....	\$6.99

## CHILDREN'S PARASOLS

Extra Special. Several dozen Children's Jap Parasols, while they last, at each.....	9c
Other Children's Parasols at 19c, 39c, 59, and 69c.	

## WASH SKIRTS

White Pique, Ratine, Linen, etc.	
\$2.50 Wash Skirts, sale price.....	\$2.09
\$3.00 Wash Skirts, sale price.....	\$2.49
\$3.50 Wash Skirts, sale price.....	\$2.89
1 lot worth up to \$8.00 at ¼ price	

## GENTS FURNISHINGS

25c Summer Underwear, sale price.....	19c
50c " " ".....	39c
\$1.00 " " Union Suits.....	79c
\$1.50 " " Union Suits.....	\$1.29
50c Shirts, sale price.....	39c
\$1.00 Shirts, sale price.....	79c
25c Ties, Belts, Suspenders, sale price.....	19c
50c Ties, Belts, Suspenders, sale price.....	39c

Lexington Mercantile Co.

THE QUALITY STORE

LEXINGTON,

MISSOURI